

# President's High Growth Job Training Initiative

*The Geo 21 Project*

**Grant Amount:** \$1,000,000

**Grantee:** Kidz Online

**Key Working Partners:** NASA Langley Research Center's Center for Distance Learning (CDL), Virginia Tech, Virginia Space Grant Consortium, Los Angeles Trade and Technical College, ESRI, Career Voyages  
United States Geospatial Intelligence Foundation, National 4-H GIS GPS Technology Program, and Job Corps.

**Leveraged Amount:** \$1,002,055

**Location of Grant Activities:** Los Angeles, California

**Challenge:** The public has little perception of employment possibilities in either the geospatial technology industry or in associated user sectors. One of the key barrier to developing an adequate pipeline of geospatial workers has been insufficient communication about the wide range of career opportunities to the relevant audiences. Kidz Online's \$1,000,000 proposal, entitled Geo 21, increases public awareness of geospatial technologies and career opportunities, utilizing Kidz Online's unique peer-to-peer learning environment powered by Kidz Online's and NASA's outreach networks. Kidz Online and the NASA Center for Distance Learning (CDL) will create new geospatial education content customized for students and teachers.

## **Addressing the Challenge:**

With its \$1,000,000 grant, Kidz Online will establish a geospatial technology education and awareness initiative to develop and deliver advanced digital learning resources including video programming and live webcasts all hosted on the [www.geospatial21.org](http://www.geospatial21.org) website. This grant will also provide professional development services, and integrate geospatial concepts into NASA's programming and the ETA's *Career Voyages* web site. Spanish language translation will also be provided for selected content.

## **Projected Outcome:**

Kidz Online has decided to accelerate its production schedule to complete all its deliverables within a year of the grant start date. This faster approach will accelerate the certificate program that will in turn create sustainability. Within one year, Kidz Online is planning to produce:

- 3 video training series, 21 episodes each, covering GIS, GPS, and Remote Sensing.
- 3 episodes of its award-winning special interest shows.
  1. 1 gURL Tech, an profile of women in the industry.
  2. Tech in Action, a chance for viewers to submit their own learning resources.
  3. KtK Live!, a mock-news channel aimed at entertaining while raising interest.
- 30 career interviews focusing on all levels of the geospatial industry.
- 25 webcasts presented live and archived for later viewing.
- 4 sets of lesson plans, facilitating the use of program content in the classroom.
- 1 interactive career guide to help students decide where they fit in the industry.
- A robust website to host program content will offer Spanish translation and 508 Compliance.

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EMPLOYMENT AND TRAINING ADMINISTRATION  
UNITED STATES DEPARTMENT OF LABOR

*Geospatial Sector Demonstration Grants  
Announced on September 28, 2004*

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NASA CDL's responsibilities include 10 episodes of its various Emmy-winning programming:

- 3 Kids Science News Network vignettes, a kid-hosted look at the everyday phenomenon in the world.
- 3 NASA SCIENCE Files, a televised instructional show that focuses on problem-based learning.
- 3 NASA CONNECTS, a look at the connection of math, science, and technology.
- 1 Destination Tomorrow, an exploration of NASA's past, present, and future research endeavors.

Kidz Online is planning to offer an online "geospatial generalist" certification which will provide an understanding of the geospatial industry and teach basic geospatial skills to a younger audience. The key to its success will be engaging instructional video modules delivered over the Internet so that the program will scale to a global audience. The intent is to encourage middle and high school students to consider careers in the geospatial industry and provide a path towards more rigorous professional certifications.